

Introduction

With the area's hilly topography and the Guadalupe River running through it, Kerrville faces unique opportunities and challenges in land use planning. The Land Use Link of the Comprehensive Plan – in tandem with the Transportation and Utilities elements – will become the basis for achieving orderly growth for housing and employment needs, maintaining a strong tax base, and providing an efficient system of streets and infrastructure.

The land use element consists of four parts:

- 1. Issues regarding land use;
- 2. Goals, objectives and action statements;
- 3. Growth areas with proposed uses appear with the forecasted growth rates; and,
- 4. Existing and proposed acreages, development standards and the Future Land Use Map.

Kerrville's future land use, as shown in the **Future Land Use Map**, will guide future land use decisions and help manage long-term growth in the City and its extraterritorial jurisdiction.

Issues

Area residents and the Comprehensive Plan Advisory Committee (CPAC) identified the following issues:

- **1. Land Availability.** The land inside Kerrville's corporate limits can meet most of the growth demands of the next two decades.
- **2. Annexation.** Annexation requests should be carefully considered for the extension of utilities and for proposed land use.
- **3. Parks and Recreation.** Existing areas need more parks and park improvements. Areas near the river should be acquired as recreation and conservation areas.
- **4. Guadalupe River Corridor.** The Guadalupe River corridor, stretching from west to east, should be protected, accessible and utilized.
- 5. Area Enhancement and Revitalization. Older areas may require revitalization efforts. Residential areas should be well maintained, pedestrian-friendly and offer a variety of housing styles. Nonresidential and retail service areas should contain mixed-uses to

Mixed-uses refer to a combination of residential and nonresidential uses within a planned, cohesive environment.



- attract pedestrians and motorists for shopping, civic events, and recreation.
- **6. Zoning Imbalances**. Zoning imbalances occur when the available supply of zoned land for a particular land use differs significantly from the projected demand.

Goals, Objectives and Action Statements

Goals, objectives, policies and action statements for the Land Use element reflect the identified issues. The following represent a summary of the goals for the Land Use element:

- Goal 3.1: Promote growth in appropriate areas so as to guide future development in a well-managed and fiscally responsible manner.
- Goal 3.2: Create efficient land use patterns in annexation requests.
- Goal 3.3 Maintain and improve parks and recreation areas.
- Goal 3.4: Make the Guadalupe River a focus of Kerrville.
- Goal 3.5: Provide residential areas that meet local needs, as well as retail and service areas that attract customers for shopping, civic events and recreation.
- Goal 3.6: Minimize or correct the adverse impacts of zoning imbalances.

The following section defines the overriding land use goals of the City and objectives, policies and action statements related to the issues. Future land use decisions should be made on the basis of satisfying one or more of the community's land use goals or objectives:

- GOAL 3.1: Promote growth in appropriate areas so as to guide future development in a well-managed and fiscally responsible manner.
 - **Objective A:** Promote growth where adequate infrastructure exists.
 - **Objective B:** Use the capital improvements process and development policies to identify the type, scale and density of future development as well as the timing and sequencing of growth.
 - **Objective C:** Form a program of incentives, including zoning, infrastructure and financial participation, to affect the location and quality of future growth.



Policy:

Develop and utilize an annexation plan to identify areas for annexation that are consistent with plans to extend utilities.

Action 3.1.1. Ensure that development within the <u>major growth</u> <u>areas</u> will not reduce the adequacy of public facilities.

- a. Require development to occur <u>concurrent</u> with adequate public facilities (water, sanitary sewer, storm drainage, sidewalks, street lights, etc.) and services through incorporation of concurrency requirements in the local development process.
- Encourage development and redevelopment through provision of appropriate zoning in areas that are already adequately served by public facilities and services.
- Action 3.1.2. Encourage design standards in order to achieve quality, sustainable development.
 - a. Limit new non-residential development to areas with sufficient depth, public facilities and services, and access to major transportation corridors.
 - b. Preserve floodway areas by limiting their development to recreational or agricultural use.

GOAL 3.2: Create efficient land use patterns in annexation requests.

Objective A: Undertake annexation and extension of services in a coordinated and timely manner to protect public interest and assure continued orderly growth and development.

Objective B: Coordinate the location, type and density of land use activity with utilities and transportation planning to ensure desired development outcomes.

Objective C: Promote the concept of being a community that is accessible and desirable.

Objective D: Expand passive and active recreation and open space opportunities throughout Kerrville so as to connect the community's areas and activities.

Policy: Provide ongoing land use review for voluntary and City initiated annexation requests.

Major growth areas are those places in Kerrville and the ETJ planned for development in the next 20 years.

Concurrency requirements refer to public facilities and services needed when a subdivision develops.

Annexation Policies:

- Annexation should coordinate with development for extending public facilities.
- The City should use annexation agreements to expand its limits.
- The City should use fiscal impact analysis to estimate the costs of providing municipal services over a multi-year time frame.



Action 3.2.1. Review annexation plans annually to evaluate and consider the feasibility of City initiated or landowner initiated annexations.

- a. Maintain a generalized annexation planning map, which identifies designated growth areas that are appropriate for eventual extension of City infrastructure and services consistent with the desired development pattern and land use policies outlined in this Comprehensive Plan.
- b. Establish a holding zone within the zoning ordinance for voluntary annexations, along with development criteria, to allow the City to make development decisions based upon the availability and capacity of existing infrastructure.
- Action 3.2.2. Pursue annexation of remaining portions of the Guadalupe River corridor that are currently outside of the City limits.
 - Define the area of interest for corridor development within and outside the municipal limits of Kerrville on a parcel specific basis.
 - b. Initiate the annexation plan process and prepare for annexation of the designated area following the two and one-half years required, or request the allowed four and one-half years between approval of the annexation plan and action.
- Action 3.2.3. Consider annexation of developed areas within the extraterritorial jurisdiction to protect future development interests. Define improvements needed to bring these areas to City standards prior to landowner initiated or City initiated annexation.
 - a. Strategically annex property to increase the extraterritorial jurisdiction of Kerrville to better manage development patterns outside of municipal boundaries.

GOAL 3.3: Maintain and improve parks and recreation areas.

Objective A: Guide future development patterns to enhance and protect natural features.

Holding zone means the initial zoning for an area annexed voluntarily into the City. The procedure for establishing permanent zoning for an area shall conform to City procedures.



Objective B: Preserve floodway areas for use as conservation areas, public open space and links between neighborhoods and community activity areas.

Objective C: Create standards for location of roads relative to open space in future developed areas.

Objective D: Link Louise Hays Park, Kerrville Schreiner State Park and Flat Rock Lake Park with trails.

Policy: Protect natural areas and provide for new parks and recreation areas and open space as the City grows and develops.

Action 3.3.1. Parks and recreation areas should be distributed throughout the City and include larger community and smaller neighborhood parks. Green spaces should be utilized as buffers between different land use types.

- a. Acquire parklands in areas of new development, including space needed for separation of land uses that may negatively impact each other.
- Action 3.3.2. Maximize multi-functional use of <u>public open spaces</u> by placement in effective locations, such as adjacent to elementary schools for joint use as a school playground or near public facilities for joint use as a gathering place for events.
 - a. Seek out sites that can serve various organizations and develop joint agreements and improvements.
 - b. Coordinate closely with area schools to share open spaces and recreational opportunities.
- Action 3.3.3. Utilize parkland as a tool to preserve unique physical characteristics and environmentally sensitive areas within and around Kerrville, such as the Guadalupe River, areas of the 100-year floodplain and undeveloped ridgelines.
 - Acquire parklands along the Guadalupe River and develop a coordinated system of access points for use by the general public.
 - b. Consider innovative techniques such as conservation easements and density bonuses to protect the Guadalupe River corridor.

Public open spaces refer to those areas identified on the Future Land Use Map and the Master Parks & Recreation Map.



- c. Ensure that funding and other administrative functions are sufficient to adequately maintain and improve existing parklands prior to considering acquisition of additional parkland.
- d. Utilize the Texas Parks and Recreation Account (TRPA) program and other state and federal grants and loans for acquisition and development of parks and trails.

GOAL 3.4: Make the Guadalupe River a focus of Kerrville.

- **Objective A:** Preserve and enhance the character of the Guadalupe River.
- **Objective B:** Create gateways and entrances for access along the Guadalupe River corridor.
- **Objective C:** Encourage the environmental use of the Guadalupe River.
 - **Policy:** Utilize the Guadalupe River Corridor as a resource for recreation, conservation and visual appeal.
 - Action 3.4.1. Preserve and protect the Guadalupe River Corridor from intrusion of incompatible land uses by creating a river corridor overlay district that goes beyond use regulations of the existing Guadalupe River (GR) zoning district to add provisions regarding:
 - a. Development standards along specific segments and within a certain distance of the river;
 - b. Impervious surface standards;
 - c. Guiding height/setbacks/orientation;
 - d. Permitted land uses; and,
 - e. Standards for storm water drainage to filter runoff from roofs and parking lots before the drainage reaches the river.
- GOAL 3.5: Provide residential areas that meet local needs as well as retail and service areas that attract customers for shopping, civic events and recreation.
 - **Objective A:** Assure the quality of development in residential and non-residential areas.



Objective B: Encourage rehabilitation of substandard buildings.

Objective C: Provide zoning districts for various residential types and densities in residential and mixed-use areas.

Objective D: Require all areas to be pedestrian friendly through the provision of sidewalks and trails that link directly to housing, shopping, worship, recreation and education uses.

Objective E: Use funding to improve programs and activities that can aid in the protection, preservation and revitalization of residential and non-residential areas.

Policy: Utilize and revitalize all areas of the community in a way that ensures that needs are met and that quality development occurs.

Action 3.5.1. Local government should actively support community revitalization efforts.

- a. Ensure that residential and non-residential areas are adequately equipped with public facilities and services such as streets, sidewalks, neighborhood parks, street lighting, drainage, traffic control, neighborhood policing and fire protection.
- b. Establish an inventory and action planning program, either with a strong City lead or by providing technical assistance and resources (data, maps, seed funding) for community-driven efforts, which then feed back into capital improvements planning, regulatory changes, code enforcement, public services planning/budgeting, traffic studies and calming measures, economic development strategy, and other City activities.
- Action 3.5.2. Ensure areas are free from unsafe structures and other potential health risks.
- Action 3.5.3. Encourage revitalization programs managed by neighborhood organizations, private organizations or local government.
 - a. Utilize the Texas Community Development Program to implement projects and programs to improve conditions in low or moderate income areas, in efforts to eliminate "slum and blight" and particularly in improvements to areas in which the population is categorized as "elderly." Projects and programs may

Traffic studies and calming measures refer to:

- Studying intersections for possible signs or signals; and,
- Reviewing road designs to slow traffic where appropriate.



include infrastructure repair, park and recreational opportunity development/improvement, removal of unsafe structures, economic development, or a variety of client-specific programs.

- b. Engage participation in revitalization from entities such as churches, civic organizations, schools, and businesses through programs such as neighborhood clean-up, home improvement, and beautification.
- Action 3.5.4. Residential and non-residential areas should be organized with defined edges and separated from incompatible uses.
 - Determine acceptable levels of <u>public services and facilities</u> and make them a requirement in approval of new development.
 - Residential areas should be screened from primary streets and adjacent commercial, office and community facility uses. Residential areas should not be next to industrial areas.
 - Single family areas should have direct access to residential streets but not to highways, arterials and collector roadways.
 - d. Mid to high-density residential uses should have direct access to highways, arterials and collectorsized roadways.
 - Residential areas should have direct access available to open spaces shown on the Future Land Use Map and the Master Parks and Recreation Map.
 - f. Neighborhood retail and service uses should be located at intersections of arterial or collector streets or at the edge of logical neighborhood areas.
 - g. Create planned development standards to encourage innovative site design that minimizes adverse impacts on adjacent properties.
 - h. Enforce codes to eliminate unsafe structures and other health and safety risks (such as weeds, tires and heavy trash).

Public services and facilities refer to code enforcement, law enforcement, fire protection, water, wastewater, storm drainage, emergency medical service, trash disposal, and recreational opportunities by the City of Kerrville.



 Promote and consider incentives for residential and non-residential uses that are consistent with the character of the surrounding area.

GOAL 3.6: Minimize or correct the adverse impacts of zoning imbalances.

Objective A: Develop and maintain policies on rezoning land to higher intensities.

Objective B: Develop and maintain policies for the conversion of either residentially or non-residentially zoned property for residential development.

Objective C: Make changes in zoning to be clearly consistent with the Comprehensive Plan policies, planned capacity of the transportation system, and the adequacy of public facilities (water, sanitary sewer, and storm drainage).

Objective D: Annually review the Zoning Ordinance (both map and text) and identify revisions that will improve its consistency with the policies and recommendations of the Comprehensive Plan.

Objective E: Use special zoning techniques when the requirements and standards of conventional districts do not fully address the standards of an area, site or location.

Policy: Create a process that considers land as an economic, physical and social resource that must be used as efficiently as possible.

Action 3.6.1. Create policies to allow more land uses by right and fewer by conditional use permit.

- a. Develop standards for parking, landscaping, signage and access management.
- b. Develop and maintain policies to ensure consistency and coordination between development and the provision of essential public facilities.
- c. Establish and maintain a system of monitoring and evaluating zoning and development activity and its impact on the objectives of the Comprehensive Plan.
- Action 3.6.2. Mitigate or curtail disjointed development patterns.
 - a. Recommend corrective measures to adjust zoning to changing market conditions.

Zoning imbalances mean areas of Kerrville are zoned for a certain land use that differs from the projected demand.



- b. Improve forecasting methods. Require developers to provide needed facilities and services for various types of land use. Inaccurate forecasting could lead to the over- or under-design of thoroughfares, utilities, parks and schools that require considerable advance planning.
- c. Call a public hearing to change the zoning when revisions to circulation plans/preliminary site plan and site plans proposed voluntarily by developers show intensities lower than permitted by the zoning. The voluntarily submittal shall be judged a reasonable basis for calling a public hearing to consider amending the zoning to intensities consistent with the plans as approved by the Planning & Zoning Commission and the City Council.
- Action 3.6.3. Create special zoning techniques to be applied to the types of circumstances described below, which should not substitute for currently established districts in the Zoning Ordinance.
 - a. Planned Development Districts (PDs) Apply the establishment of PDs to address development opportunities and constraints of specific sites. PD designations are typically applied in concert with a conventional district (retail, general commercial, office, industrial) but contain modifications to:
 - Accommodate innovative development;
 - Mitigate specific impacts related to the environment;
 - Mitigate traffic; and,
 - Enhance visual quality.
 - Overlay Districts Create overlay districts when special regulations are applied to one or more existing zoning districts to accomplish a specific objective. For example, the river corridor contains properties with special significance. In each case,



the base zoning of the property remains but special provisions are included for that area. Special uses, landscaping, signage requirements and other standards could be designed in accordance with the design studies of the Comprehensive Plan.

Growth Areas in Kerrville and its ETJ

The following areas are targeted for growth in the next 20 years, as displayed in **Figure 3.1**, **Growth Areas**. The areas are listed in the order in which they utilize land in the city.

A. <u>Central City</u>

- 1. Reuse existing structures where possible.
- 2. Increase residential uses.
- 3. Enhance historic and cultural resources where available.
- 4. Expand the marketability of the area between downtown and the recreational and commercial areas across the Guadalupe River.

B. S.H. 16 between I-10 and the Guadalupe River

- 1. Improve this primary gateway with a consistent land use pattern, scale, and aesthetic treatment.
- 2. Encourage new development and redevelopment.

C. S.H. 16 Corridor south of the Guadalupe River

- 1. Manage sprawling patterns of development.
- 2. Maintain and enhance the large lot residential development pattern to the south of existing subdivisions.
- 3. Encourage the potential for a south retail/service node, near S.H. 173.

D. S.H. 173 from S.H. 16

- 1. Encourage mixed uses.
- 2. Enhance the view and access to the river.
- 3. Redevelop the area near S.H. 16.
- 4. Extend utilities along S.H. 173.

E. Loop 534

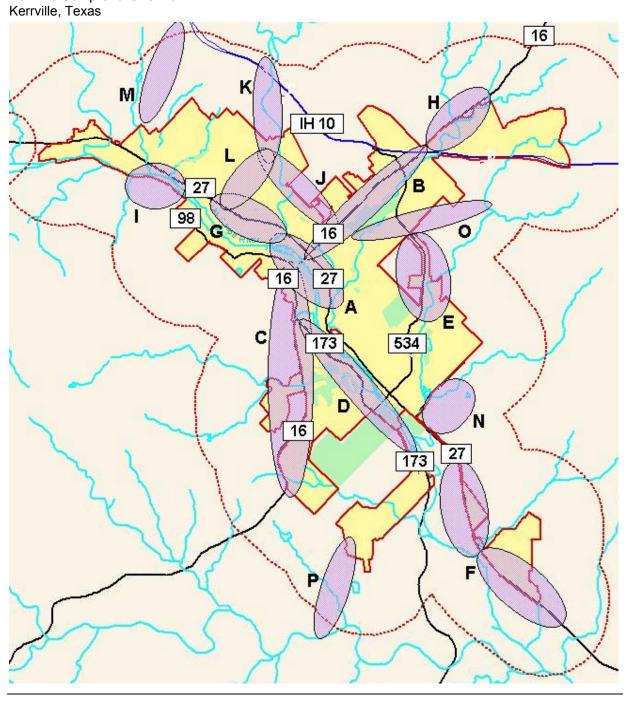
- 1. Encourage commercial development.
- 2. Design areas for residential development.
- 3. Create a roadside/trailhead park in the vicinity of Cypress Creek Road.

F. Area from KPUB toward the Airport and east S.H. 27

- 1. Encourage the potential for industrial/business/technology park development to be linked to the airport.
- 2. Improve the area's infrastructure to increase the capacity of development.



FIGURE 3.1 Growth Areas Kerrville Comprehensive Plan





G. Five Points west on S.H. 27

- 1. Maintain general commercial uses.
- 2. Encourage consolidation of lots for adequate depth for development.
- 3. Manage highway access.

H. Area north of I-10 along S.H. 16

1. Encourage mixed use residential development with a commercial node at I-10, possibly to include multiple-use hotels with meeting space, as well as a variety of restaurants and shopping centers.

I. <u>Thompson High-Water Bridge (south side)</u>

- Encourage nodes of commercial use, services and entertainment.
- 2. Plan for an active park, waterfront open space, and/or cultural center with activities and festivals.
- 3. Encourage the mixed-use resort/hotel/restaurants setting near the riverfront.

J. Holdsworth Drive from Stadium to Harper Road

- 1. Limit industrial uses.
- 2. Encourage retail and retail service near the road with high to medium density uses buffering single-family uses.
- 3. Encourage limited commercial use at future intersections where local streets to the south are extended northward.
- 4. Encourage pedestrian access to creek areas.

K. Harper Road north from Holdsworth Drive to I-10

- 1. Encourage nodes of commercial uses, lodging and entertainment.
- 2. Recommend general or regional commercial use.
- 3. Create urban design standards for gateway into Kerrville.

L. Harper Road south from Holdsworth Drive to S.H. 27

- 1. Keep residential due to narrow right-of-way.
- 2. Encourage nodes of commercial uses at the intersection of Harper Drive and Lois Street.

M. Wren Road Area

- 1. Continue estate size single-family residential pattern to the west of the existing city limits.
- 2. Allow retail use at intersections.

N. Spur 100 Area

- 1. Have neighborhood commercial areas near the intersection of FM 1341.
- 2. Encourage rural residential uses away from intersections.
- 3. Public accessible green space at designated areas.



O. FM 1341 Area

- 1. Encourage single family residential use away from intersections.
- 2. Encourage neighborhood commercial uses near the intersection on Spur 100.
- 3. Improve public access to green space.
- 4. Allow for an I-10 Intersection.

P. Comanche Trace Drive to Turtle Creek

- 1. Encourage neighborhood commercial use at the intersection of Comanche Trace Drive and Turtle Creek Drive.
- 2. Improve public access to green space.

Growth Rates:

Expectations for Future Land Use

Kerrville's population will likely grow by approximately 37 percent to nearly 28,000 residents by the Year 2020. The <u>holding capacity</u> for each land use varies between residential and non-residential areas. For some uses, the amount of land required for ongoing growth through 2020 was also increased by 37 percent. The additional acreage to be devoted to certain other uses was increased by more or less than the 37 percent rate. As displayed in **Table 3.1, Allocation of Future Land Uses**, this leads to certain uses having a higher or lower share of Kerrville's total developed acreage in 2020 compared to their share in Year 2000.

ability to contain population in residential areas and employment in square footages of retail, office and industrial uses.

The purpose of the

Holding capacity

means Kerrville's

Highlights of proposed land use by Year 2020 are as follows:

future land use map is to minimize conflicts between adjacent uses, maximize the efficiency of the transportation network, achieve fiscally sound decisions pertaining to private development and public infrastructure investments, and generally aspire to create a livable

environment for the

citizens of the

community.

- 1. Growth of each land use can be accommodated within the existing boundaries of Kerrville.
- 2. Public and Institutional will likely grow at a slower pace, 20 percent (20%), than other uses because adequate land exists.
- 3. Park and Recreation uses are expected to grow at a faster rate, 40 percent (40%), than other uses as more land is devoted to river corridor enhancements and as new parks and private recreational facilities are developed.
- 4. Right-of-way is expected to grow at a rate equal to 15 percent (15%) of total new development, which accommodates the extension and expansion of proposed new and future roadways.
- 5. Areas in Rural Development will decrease as further Single Family Residential uses are developed. The Public and Institutional uses will adequately serve this transition.
- 6. An increase in residential density has not been considered within the future land use allocation process.



7. The future allocation includes a new land use category for business/technology development to accommodate desired economic development in quality settings.

Allocation of Future Land Uses

Shown in Table 3.1 are the acreage and percent of total for each land use type, corresponding to the categories displayed on the Future Land Use Map. The allocations reflect respective growth rates described above.

TABLE 3.1 Allocation of Future Land UsesKerrville Comprehensive Plan
Kerrville, Texas

Land Use	Current Acres	Percent of Total	Acres in 2020	Percent of Total
Rural Development	628	8.4%	147	1.5%
Single Family - Residential 1	2,669	35.6%	3,657	36.8%
Multi-Family - Residential	164	2.2%	225	2.3%
Manufactured Homes	133	1.8%	182	1.8%
Planned Development	545	7.3%	747	7.5%
Neighborhood Commercial	117	1.6%	234	2.4%
General Commercial	127	1.7%	254	2.6%
Regional Commercial	23	0.3%	46	0.5%
CBD	487	6.5%	487	4.9%
Mixed Use ²	0	0.0%	441	4.4%
Business/Technology ²	0	0.0%	181	1.8%
Industrial	143	1.9%	196	2.0%
Public and Institutional	1,573	21.0%	1,888	19.0%
Park and Recreation ³	890	11.9%	1,246	12.5%
Total Developed Acreage	7,499	100.0%	9,930	100.0%
Vacant	3,444		649	
Right-of-Way (includes river)	1,525		1,890	
Total Other Acreage	4,969		2,539	
Total Acreage within City Limits	12,468		12,468	

NOTE: Current Acres is based on land use inventory work conducted in Year 2001 to document the general pattern and allocation of existing development in Kerrville.

¹ Single Family - Residential also includes two-family dwellings. Multi-Family is three-plus units.

The Mixed Use and Business/Technology categories were created for future land use planning and were not part of the existing land use inventory.

In addition to current City parkland (218 acres identified in Table 8.2 in Link 8), Park and Recreation includes the City's special use facilities (golf, tennis, pool), athletic fields used by private teams/ associations, private golf courses (Riverhill and Comanche Trace), and the County Park at Flat Rock Lake.



Development Standards and the Future Land Use Map

The development standards in **Table 3.2**, **Residential & Nonresidential Development Standards**, and the future land uses in **Figure 3.2**, **Future Land Use Map**, represent the preferred standards and general pattern of uses. The Future Land Use Map is the physical depiction of the Land Use element. The Map is built upon the existing land use inventory and the land use issues identified by residents and examined by the CPAC.

TABLE 3.2
Residential & Nonresidential Development Standards
Kerrville Comprehensive Plan
Kerrville, Texas

Land Use Category	Typical Acreage	Units per Acre (u.p.a.) or Square Feet (Sq. Ft.)	Maximum Height in Feet (') or Stories	Area Served
Rural Residential	Varies	1-5 u.p.a.	35'	Rural area
Single Family Residential	Varies	5-15 u.p.a.	40'	Neighborhood
Multi-Family Residential	Varies	15+ u.p.a	40'	Neighborhood
Planned Development	10+	8+ u.p.a. 25,000 to 60,000 sq. ft.	Varies'	Neighborhood & Community
Neighborhood Commercial	<15	60,000 to 80,000 sq. ft.	1-2 stories	Neighborhood
General Commercial	15-25	80,000 to 100,000 sq.ft.	1-2 stories	Several neighborhoods
Regional Commercial	25-50	100,000+ sq. ft.	2-4 stories	Region & Neighborhood
Central Business District (CBD)	-	Varies	2-4 stories	Community & Tourism
Business/Technology	50+	-	1-2 stories	Community & Region
Industrial	5+	-	2 stories	Community & Region
Public/Institutional	Varies	Varies	Varies	Community & Region
Mixed-Use	Varies	Varies	2 stories	Community & Region
Park/Open Space	Varies	-	1 story	Community & Region



The Future Land Use Map provides the legal basis for various development ordinances. The City Council, after recommendation from the Planning & Zoning Commission, will use this Map as a guide for making landowner or city-initiated zoning changes. In addition, zoning decisions will be made based upon the merits of the development application and its suitability to the surrounding land uses and zoning.

The Future Land Use Plan reflects the land use standards displayed in Table 3.2, Residential & Nonresidential Development Standards, which form the basis for the City's zoning districts. The development standards and the Future Land Use Map are for planning guidance and should not be considered equivalent to zoning districts or the City's adopted zoning map. The CPAC considered that the extraterritorial jurisdiction (ETJ) would expand from 1 to 2 miles once the City's population exceeds 25,000 persons, and the Future Land Use Map reflects the 2-mile area.